

Appl. No.: 10/738,393  
Amdt. dated 03/20/2006  
Reply to Office action of December 19, 2005

Amendments to the Claims:

Claims 1-17 (Canceled)

18. (New) A folding box for displaying and/or packaging an article, comprising:  
a rear wall having a top edge, a bottom edge opposite said top edge, a first side edge, and  
a second side edge opposite said first side edge;  
a base flap articulated on said rear wall along said bottom edge and oriented  
perpendicular to said rear wall;  
a rear flap articulated on said rear wall along said top edge and adhesively bonded to said  
rear wall;  
a first collar connected to said rear flap via a folding line, said collar oriented  
perpendicular to said rear wall and having a cutout into which said article can be positioned;  
a first side wall articulated on said rear wall along said first side edge;  
a second side wall articulated on said rear wall along said second side edge, said side  
walls being positioned on the collar such that they orient said article;  
a first folding part articulated on said first side wall via a scoring formation;  
a second folding part articulated on said second side wall via a scoring formation, said  
folding parts being positioned one above the other, and  
two insertion noses articulated on the base flap and connected respectively to said first  
side wall and said second side wall.

19. (New) The folding box as claimed in claim 18, wherein said first folding part is  
adhesively bonded to said second folding part.

20. (New) The folding box as claimed in claim 18, wherein a second collar with a  
cutout corresponding to the cutout of said first collar is articulated in a mirror-inverted manner  
on the first collar.

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21. (New) The folding box as claimed in claim 20, wherein said second collar is adhesively bonded to said first collar.

22. (New) The folding box as claimed in claim 20, wherein a flap is articulated on the second collar and adhesively bonded to said rear wall.

23. (New) The folding box as claimed in claim 18, wherein a first side part is articulated on said first side wall and a second side part is articulated on said second side wall thereby producing slots for engaging said two insertion noses and ensuring interconnection with said first side wall and said second side wall.

24. (New) The folding box as claimed in claim 23, wherein said first side part is adhesively bonded to said first side wall and said second side part is adhesively bonded to said second side wall.

25. (New) The folding box as claimed in claim 18, wherein said first side wall and said second side wall each have notches for engaging said first collar.

26. (New) The folding box as claimed in claim 18, wherein said first folding part and said second folding part are shaped in the same way and the article is embedded on said first folding part and said second folding part.

27. (New) The folding box as claimed in claim 26, wherein at least one of said first folding part and said second folding part has a cutout for accommodating the article in a form-fitting manner.

28. (New) The folding box as claimed in claim 18, wherein a hanging device is provided in a top region of said rear wall adjacent said top edge and a cutout or a hanging device is provided in said rear flap.

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29. (New) The folding box as claimed in claim 28, wherein a hanging device or cutout is provided in at least one of said first folding part and said second folding part.

30. (New) The folding box as claimed in claim 18, wherein the length of the rear flap is in from 0.1 to 0.9 the length of the rear wall from said bottom edge to said top edge.

30. (New) The folding box as claimed in claim 18, wherein the length of the rear flap is in from 0.33 to 0.5 the length of the rear wall from said bottom edge to said top edge.

31. (New) The folding box as claimed in claim 18, wherein the cutout in said first collar is round, polygonal, oval or adapted to the outlines of the article.

32. (New) The folding box as claimed in claim 18, wherein the widths of said first side wall and said second side wall are selected such that the first side wall and the second side wall laterally surround the article.

33. (New) The folding box as claimed in claim 18, wherein the scoring formation of said first folding part and said second folding part is arcuate or rectilinear thereby providing the first and second folding parts with an abutment shape that is adapted to the article.

34. (New) The folding box as claimed in claim 18, wherein said first side wall and said second side wall have outer edges opposite the side edges of said rear wall and said outer edges are round, rectilinear or shaped to correspond to the contour of the article.

35. (New) The folding box as claimed in claim 18, wherein the shape of the base flap corresponds to the base of the article or the shape of the article in plan view.

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36. (New) A folding-box blank for producing a folding box, comprising a rear wall having a top edge, a bottom edge opposite said top edge, a first side edge, and a second side edge opposite said first side edge; a base flap articulated on said rear wall along said bottom edge; a rear flap articulated on said rear wall along said top edge; a first collar connected to said rear flap via a folding line opposite said top edge and having a cutout therein; a first side wall articulated on said rear wall along the first side edge of said rear wall; a second side wall articulated on said rear wall along the second side edge of said rear wall; opposing folding parts articulated respectively on said first side wall and said second side wall via a scoring formation; and two insertion noses articulated on the base flap.

37. (New) The folding box blank as claimed in claim 36, wherein said opposing folding parts are articulated respectively on a top region of said first side wall and a top region of said second side wall.

38. (New) The folding box blank as claimed in claim 37, wherein the length of the top regions along the side edges of said rear wall corresponds to the length of the side edges of said rear flap.

39. (New) The folding box blank as claimed in claim 36, wherein a second collar with a cutout corresponding to the cutout of said first collar is articulated in a mirror-inverted manner on the first collar.

40. (New) The folding box blank as claimed in claim 39, wherein a flap is articulated on the second collar.

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41. (New) The folding box blank as claimed in claim 36, wherein a first side part is articulated on said first side wall and a second side part is articulated on said second side wall thereby producing slots for engaging said two insertion noses and ensuring interconnection with said first side wall and said second side wall.

42. (New) The folding box blank as claimed in claim 36, wherein said first side wall and said second side wall each have notches for engaging said first collar.

43. (New) The folding box blank as claimed in claim 36, wherein said first folding part and said second folding part are shaped for receiving an article.

44. (New) The folding box blank as claimed in claim 43, wherein at least one of said first folding part and said second folding part has a cutout for accommodating an article in a form-fitting manner.

45. (New) The folding box blank as claimed in claim 36, wherein a hanging device is provided in a top region of said rear wall adjacent said top edge and a cutout or a hanging device is provided in said rear flap.

46. (New) The folding box blank as claimed in claim 45, wherein a hanging device or cutout is provided in at least one of said first folding part and said second folding part.

47. (New) The folding box blank as claimed in claim 36, wherein the length of the rear flap is in from 0.1 to 0.9 the length of the rear wall from said bottom edge to said top edge.

48. (New) The folding box blank as claimed in claim 36, wherein the length of the rear flap is in from 0.33 to 0.5 the length of the rear wall from said bottom edge to said top edge.

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49. (New) The folding box blank as claimed in claim 36, wherein the cutout in said first collar is round, polygonal, oval or adapted to the outlines of the article.

50. (New) The folding box blank as claimed in claim 36, wherein the widths of said first side wall and said second side wall are selected such that the first side wall and the second side wall laterally surround an article.

51. (New) The folding box blank as claimed in claim 36, wherein the scoring formation of said first folding part and said second folding part is arcuate or rectilinear thereby providing the first and second folding parts with an abutment shape that is adapted to an article.

52. (New) The folding box blank as claimed in claim 36, wherein said first side wall and said second side wall have outer edges opposite the side edges of said rear wall and said outer edges are round, rectilinear or shaped to correspond to the contour of an article.

53. (New) The folding box blank as claimed in claim 36, wherein the shape of the base flap corresponds to the base of an article or the shape of an article in plan view.